

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

a 51
u 55 Reserve



Inside Information

United States Department
of Agriculture

Office of Information

Washington, D.C. 20250

VOLUME 10, NUMBER 5

May 1988

INSIDE THIS "INSIDE"

Page

Senior television producer/director needed at Washington State University.....	2
Annual Institute of the Cooperative Communicators' Association, July 9-10.....	2
Indiana universities will offer nine 'Small Business Success' telecourses.....	3
Deputy director of USDA's Office of Information submits resignation.....	3
USDA video production wins Silver Screen award at annual U.S. Film Festival....	3
USDA News Division media liaison selected as 1988 NAGC conference chair.....	4
Plans underway for symposium on functional illiteracy in the United States....	4
Forest Service public affairs specialist opening in San Juan National Forest..	5
Writer-editor position available in USDA's Food Safety & Inspection Service...	6
USDA's Soil Conservation Service planning new public service campaign.....	6
Ohio State's information and applied communications needs a graphic designer..	6
USDA's four regional biotechnology conferences prove to be very successful....	7
Oregon State University has two communications openings available.....	8
Third videoconference held for President's Council on Management Improvement..	9
Newspapers turn to biodegradable soy ink, helps farmers' economic prospects...	9
USDA's Forest Service has an opening for director of Public Affairs Office...	10
Calendar of upcoming communication events and training opportunities.....	11

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

SENIOR TELEVISION PRODUCER/DIRECTOR NEEDED AT WASHINGTON STATE UNIVERSITY

The Information Department of Washington State University's College of Agriculture and Home Economics has an opening for a senior television producer/director.

General responsibilities include the overall production and direction of instructional, informational, and educational live or recorded video segments, programs, or series that are supportive of state-wide responsibilities of the College of Agriculture and Home Economics, Cooperative Extension, Research, and Resident Instruction. Other responsibilities include establishing production budgets, production timeliness, and schedule appropriate facilities and equipment.

Qualifications include a master's degree in instructional technology, broadcasting, mass communications, or other related field. Preference will be given to applicants with experience in instructional television production and demonstrated understanding of the concepts, ideals, and philosophy of Cooperative Extension video needs.

An understanding of and ability to facilitate satellite broadcasting, teleconferencing, and production techniques also are required.

Applicants must submit a letter of application, resume of experience, transcripts of college training from an accredited college or university, biographical data and other information relating to qualifications, and names, addresses and phone numbers of five individuals who are familiar with your qualifications, to: J.C. Engibous, Chair, Information Department, College of Agriculture and Home Economics, Washington State University, Pullman, WA 99164-6244.

Closing date is July 1.

5/10

ANNUAL INSTITUTE OF THE COOPERATIVE COMMUNICATORS' ASSOCIATION, JULY 9-10

The Cooperative Communicators' Association (CCA) will hold its annual institute July 9-10, at the J. W. Marriott Hotel in Washington, D.C. The institute immediately precedes the U.S. Agricultural Communicators' Congress also being held at the Marriott, July 10-13.

The theme for the CCA institute will be "Campaign to Communicate" and be built around planning, organizing, and executing communication programs.

The institute will open with a tour of Annapolis, Maryland on Saturday afternoon.

Chris Matthew, chief of the SAN FRANCISCO EXAMINER's Washington Bureau and former spokesperson for "Tip" O'Neil and speechwriter for Jimmy Carter, will speak at the Sunday luncheon.

Two workshops will be held on Sunday. One will feature Jim Plumb, reporter for THE WASHINGTON POST. Plumb also is a teacher on advertising and public relations at the University of Maryland, and head of a public relations firm. The second workshop will focus on crisis management and feature a representative of Ketchum Public Relations, the eighth largest advertising firm in the nation.

For more details on the institute, contact Doni Dondero, National Milk Producers Federation, at 703-243-6111.

5/11

INDIANA UNIVERSITIES WILL OFFER NINE 'SMALL BUSINESS SUCCESS' TELECOURSES

Four Indiana universities have banded together to offer a series of nine "Small Business Success" telecourses for small business entrepreneurs, managers and personnel. These live videoconferences will be presented by microwave over the Indiana Higher Education Telecommunications Network (IHETS) and seen at 24 local Cooperative Extension System offices throughout the state.

The first videoconference, "Developing a Plan for Your Business," takes place May 24, from 7:30 to 9:30 a.m. Central Time, and will be repeated at 7:30 p.m. Central Time.

The programs originate at all four universities, including Purdue University, the state's land grant institution, and home base for the state's Extension staff. The others participating are Ball State University, Indiana University, and Indiana State University.

Small businesses hire 55 percent of the work force in Indiana, and each year more than 8,000 new small businesses start operation in the state. The series will enhance management techniques, improve personnel management, and lead to improved profits and services.

Currently, Extension agents are organizing local committees of representatives from the Chamber of Commerce, Small Business Administration, main street enterprise, rural enterprise, Small Business Development Centers, and home ventures. These local groups will assist with promotion, hosting, additional local programming and linking of small business to the four universities and other business services.

It may be possible to put one of the programs on satellite so that other states can see the series live at some point. Those interested can contact Dick Gelzleichter at Purdue University, 317-494-8499.

5/11

DEPUTY DIRECTOR OF USDA'S OFFICE OF INFORMATION SUBMITS RESIGNATION

Kevin Murray, deputy director of USDA's Office of Information, has submitted his resignation to OI Director David Lane, effective May 25.

Prior to his four years as OI deputy director, he was with USDA's Food Safety and Inspection Service for a number of years.

Murray has accepted a job in the private sector with Prospect Associates, a 150-person biomedical consulting firm. He will be responsible for a contract with the National Cancer Institute to develop and manage NCI's public information and education programs.

5/13

USDA VIDEO PRODUCTION WINS SILVER SCREEN AWARD AT ANNUAL U.S. FILM FESTIVAL

George Holmes, of the Radio and Television Division (R&TV) in USDA's Office of Information, won the second prize Silver Screen award for a documentary at the 21st Annual U.S. Film Festival. Holmes' video production for USDA's Forest Service, "Guardians of the Forest," competed against 1350 entries.

Holmes' winning entry deals with the illegal growing of marijuana in USDA's national forests and the Forest Service's battle against these illegal growers. Filmed in California, the documentary took nearly 2 years to complete.

(more)

About a third of the nation's Public Broadcasting Service stations have agreed to carry the hour-long feature at a favorable evening time. Excerpts from the documentary will also be shown at Forest Service hearings on Capitol Hill.

Holmes began his government career in 1979, as a radio-TV producer with USDA's Economic Research Service. He has been a public affairs specialist in the R&TV Division since February 1985.

For more information on "Guardians of the Forest," contact George Holmes, at 202-447-4330.

5/16

USDA NEWS DIVISION MEDIA LIAISON SELECTED AS 1988 NAGC CONFERENCE CHAIR

Marcella (Marci) M. Hilt, a media liaison in the News Division of USDA's Office of Information, has been selected to chair the 1988 National Association of Government Communicators (NAGC) annual conference to be held November 16-18, at the Rosslyn Westpark Hotel in Arlington, Virginia.

Hilt has been with USDA's News Division since 1979. Prior to that she was with USDA's Agricultural Research Service.

A graduate of Ohio State University, she worked for the COLUMBUS DISPATCH, WOSU-FM radio in Columbus, and the PRESS (Bellevue, Nebraska).

She and John Holliman of CABLE NEWS NETWORK, developed a course on "Reporting for Radio and TV" at the USDA Graduate School, and have taught the course since 1980.

Hilt served as president of the Washington, D.C. Region of Agricultural Communicators in Education (ACE) in 1985, and is currently national chair of their Media Relations Special Interest Group.

5/16

PLANS UNDERWAY FOR SYMPOSIUM ON FUNCTIONAL ILLITERACY IN THE UNITED STATES

About 27 million U.S. citizens are not literate enough to use printed information to function in society or on their jobs. Yet literacy is essential to the Nation's economic health and competitiveness in a global economy. This serious situation particularly has great implications for the printing industry.

Therefore, the U.S. Department of Education and U.S. Government Printing Office will launch a major program in the nationwide war against illiteracy through a jointly sponsored symposium on "the image of print media and the problem of functional illiteracy in the United States."

The one-day symposium will be held May 25 in conjunction with a gathering of the Academic Advisory Council to the Public Printer. It is designed to bring together the most knowledgeable individuals and critical thinkers in the printing industry to focus on the problems of print media image, apathy toward print media, and functional illiteracy throughout the Nation.

Public Printer Ralph Kennickell, Jr., will welcome the attendees. Secretary of Education William Bennett will provide a keynote address at the luncheon. Harold McGraw, president of the Business Council for Effective Literacy and chairman of McGraw-Hill, Inc., will deliver the challenge to the graphic arts industry at dinner.

(more)

The symposium will be held at the Capital Hilton Hotel, Washington, D.C., beginning at 7:30 a.m. with a continental breakfast and registration (opening session is at 8:30 a.m.), and closes with a 7 p.m. dinner session.

Registration fee for education/government attendees is \$175. To register, contact the Research and Engineering Council of the Graphic Arts Industry, Inc., at 215-388-7394.

If you have any questions or desire further information, please contact the GPO Literacy Coordinator, Charles Potter, at 202-275-6626.

In the meantime, USDA's Office of Information, through close cooperation of USDA's Food and Nutrition Service, has prepared and released a 22-page set of guidelines when writing for adults with limited reading skills.

The guidelines are intended to help in preparing written materials for adults with limited reading skills.

The booklet is directed to writers and editors who have never written for low-literacy audiences or who want to sharpen their skills, as well as to those not trained as writers and editors but whose responsibilities require preparation of such materials.

For a single free copy of "Guidelines: Writing for Adults with Limited Reading Skills," send request to the Special Programs Division, Room 536-A, Office of Information, USDA, Washington, DC 20250 or call 202-447-7454 (Dialcom E-mail box AGR002).

5/18

FOREST SERVICE PUBLIC AFFAIRS SPECIALIST OPENING IN SAN JUAN NATIONAL FOREST

USDA's Forest Service has an opening for a GS-1035-12 public affairs specialist in the supervisor's office of the San Juan National Forest, Durango, Colorado.

Duties include responsibility for media relations, legislative affairs, local government contacts, marketing/tourism of the forest, public involvement and participation, environmental education, publications, incident information, resource management information, coordinating and managing an information center, and supervising the interpretive service program.

Qualifications include progressively responsible experience which demonstrates written communication skill, oral communication skill, interpersonal relations skill, and analytical skill.

Submit a current SF-171, OPM FORM 1386, and latest performance appraisal, to: Personnel Services Group, San Juan National Forest, 701 Camino del Rio, Room 301, Durango, CO 81301. Telephone is 303-385-1244 or 385-1228.

Closing date was May 31.

5/19

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

WRITER-EDITOR POSITION AVAILABLE IN USDA'S FOOD SAFETY AND INSPECTION SERVICE

USDA's Food Safety and Inspection Service (FSIS) has an opening for a GS-1082-9/11 writer-editor in its Information and Legislative Affairs Division. There is promotion potential to a GS-12.

Duties include preparing a wide variety of written materials and carrying out special assignments for the director, the administrator and his associates or deputies, relating to the broad, long-range goals, services, and programs of the agency. Other duties include writing or editing speeches, special reports, background briefings, testimonies, policy statements, and other materials on the activities of FSIS.

Qualifications include 3 years of general experience in administrative, professional, investigative, technical, or other work that has required the ability to analyze data and present the pertinent facts in written form. Education may be substituted.

Send applications to: USDA, FSIS, Personnel Division, Room 3161-S, Washington, DC 20250. For further information, phone 202-447-6617.

Closing date was June 6.

5/20

USDA'S SOIL CONSERVATION SERVICE PLANNING NEW PUBLIC SERVICE CAMPAIGN

USDA's Soil Conservation Service (SCS), in cooperation with USDA's Office of Information, is producing a public service campaign, "We Owe It To Our Children," for a July release.

The new campaign is designed to provide SCS with a means of making the public aware of soil and water conservation. Among the materials being planned for the campaign are three posters, a direct mail response packet, three TV Public Service Announcements (PSA's), three Radio PSA's, and poster print-outs for newspapers.

A toll-free number (1-800-THE-SOIL) will provide a source of information and encourage public volunteer participation in the program. Callers will be sent the response packet which will provide: Tips on how to protect soil around the home, ways to conserve water and improve its quality, information on the conservation compliance provisions of the 1985 Food Security Act, an overview of "Take Pride In America" and information on how to participate in local community action projects, and information on how to join the SCS Earth Team Volunteer Program.

For further information, contact David White at 202-447-5974.

5/23

OHIO STATE'S INFORMATION AND APPLIED COMMUNICATIONS NEEDS A GRAPHIC DESIGNER

The Ohio Agricultural Research and Development Center of The Ohio State University, has an opening for a graphic designer in its Information and Applied Communications Section.

Duties will include producing detailed scientific illustrations, line drawings, and charts/graphs for publication in books, research journals, magazines, brochures, and newsletters.

Other duties require the ability to plan, design, layout and paste-up publications, pamphlets, flyers, programs, and posters; design and produce camera-(more)

ready original illustrative material such as line drawings and charts/graphs for broadcast and non-broadcast television, tape/slide presentations, and computer systems; prepare exhibits, displays, and poster sessions; estimate and evaluate costs of specific art or design projects with respect to budget limitations, and advise clients on most economically feasible method of obtaining desired product.

Qualifications include an associate or bachelor's degree in applied art or graphic design from an accredited art program, or comparable work experience in a graphic arts department or firm.

To apply, send a letter of application and resume to: Robert Furbee, Associate Head, Information and Applied Communications, OARDC, 1680 Madison Avenue, Wooster, OH 44691-4096. Telephone is 216-263-3775.

Closing date is June 24, or until a suitable candidate is found.

5/23

USDA'S FOUR REGIONAL BIOTECHNOLOGY CONFERENCES PROVE TO BE VERY SUCCESSFUL

A three-year effort by the U.S. Department of Agriculture and its associated institutions to broaden public understanding of biotechnology in agriculture has concluded.

The final in a series of four regional conferences on "Agriculture, Biotechnology, and the Public" drew more than 200 persons -- including 40 media representatives -- to Minneapolis/St. Paul, Minnesota, May 16-18.

Earlier conferences were held in Raleigh, North Carolina, Feb. 22-24; Reno, Nevada, March 28-30, and New Brunswick, New Jersey, April 18-20.

With USDA, sponsors of the meetings were the land grant universities, State Agricultural Experiment Stations, the Cooperative Extension Services, and the private sector.

The regional meetings, in turn, followed a USDA departmental "Challenge Forum" held in Washington, D.C. in February, 1987. Planning for the conferences began in September, 1985.

National and regional formats were developed in meetings of USDA Governmental and Public Affairs' staffs, representatives of state agricultural experiment stations, and such other USDA agencies as Animal and Plant Health Inspection Service, the Extension Service, and Agricultural Research Service.

The purpose was to advise anyone interested, particularly institutional multipliers of information, on the current state of biotechnology and agriculture. They would be encouraged to get meaningful information to their various publics. The dual role of USDA as researcher and regulator would be clarified. So would the roles of other federal agencies, the universities, the Cooperative Extension System, state agricultural experiment stations, and, to some extent, the private sector. Environmental concerns would be addressed and differing opinions encouraged.

The national challenge forum approached the subject with these topics: (1) Biotechnology and its myths, (2) What are biotechnology's most promising developments? (3) What's happening overseas in biotechnology? (4) Is Congress interested in biotechnology? (5) What are state, federal, private research responsibilities? (6) What are state, federal, private regulatory responsibilities? and (7) How can biotechnology reach the public?

About 300 persons from industry, federal departments, the Congress, academia, other countries, and the agricultural and scientific press attended the national challenge forum.

(more)

The first regional meeting in Raleigh registered 173 persons. Reno drew 133 registrants, New Jersey, 145, and Minnesota, 230.

Though speakers changed with the region, largely to reflect regional research, the regional conference programs remained nearly the same.

A panel of regional media reporters/editors told of their needs in covering an agricultural/science beat. This proved so popular in Raleigh, the panel was given more time in succeeding conferences.

Breakout sessions covered the latest research in plants, animals, and food processing. Another panel discussed regulations.

Public interest issues were addressed in a special session involving Jack Doyle, director of the Agricultural Resources Project, and Fred Smith, president of the Competitive Enterprise Institute. This outspoken duo repeated at each regional conference and garnered most of the headlines overall.

Opening the second day, general sessions addressed such topics as the challenges of biotechnology, the adoption of new technologies, implications for policy, economic consequences, and private-public linkages.

The afternoon of the second day, the Cooperative Extension Service conducted its own followup meeting on the role of biotechnology in CES initiatives.

Hosts for each meeting were land grant universities and state agricultural experiment stations.

Conference media teams were headed by:

David Jenkins, department head, Department of Agricultural Communications, North Carolina State University, and Tom Byrd, in charge of Extension press, radio and television at that host institution.

Alice Good, head of the Agricultural Information Office at the University of Nevada-Reno.

William W. Owens, Jr., director of public information at Rutgers University, and Veronica Malone, director of information at Cook College.

Sam Brungardt, director of information for the Minnesota Agricultural Experiment Station.

Some dozen media representatives covered each of the first three conferences. These included not only local media but, on occasion, representatives of the New China News Agency, The Economist, and national news media. Three television crews interviewed at Reno.

At Minnesota, Orion Samuelson of Station WGN, Chicago, was on the media panel and brought along a camera crew to prepare for a half-hour program on biotechnology.

For further information about the biotechnology conferences, particularly concerning public affairs/information support, and other matters concerning agricultural biotechnology, contact John Crowley, Special Programs Division, Office of Information, Room 536-A, USDA, Washington, DC 20250-1300, or call 202-447-8181. Dialcom E-mail box AGR203.

5/27

OREGON STATE UNIVERSITY HAS TWO COMMUNICATIONS OPENINGS AVAILABLE

The Agricultural Communications office at Oregon State University is looking for an innovative science writer/editor. Duties include writing for newspapers and magazines and editing technical reports. Requirements include a master's degree, and newspaper or magazine experience.

(more)

The rank is assistant professor, with competitive salary, desirable location, good health plan, and a month of vacation.

The second opening is for an electronic media producer with a rank of assistant professor. Requirements include a master's degree and five-years experience in broadcast or non-broadcast production development.

Duties include producing instructional and informational material for Oregon State University Extension Service; occasional assistance in broadcast productions and media relations.

To apply for either position call or write to: Agricultural Communications, Attn: Tammy Barr, Oregon State University, Corvallis, OR 97331. Telephone is 503-754-3311. Dialcom E-mail box is AGS1951.

Closing date for both positions is July 1.

5/27

THIRD VIDEOCONFERENCE HELD FOR PRESIDENT'S COUNCIL ON MANAGEMENT IMPROVEMENT

The third in a series of governmentwide videoconferences for the President's Council on Management Improvement (PCMI) was aired on satellite May 6.

Produced at the USDA Teleconference Center of the Office of Information's Video and Film Division, the one-hour conference focused on "Managing for the Future: Personnel Issues."

After remarks by Joseph R. Wright, deputy director, Office of Management and Budget (OMB) and Constance Horner, director, Office of Personnel Management (OPM), a panel of three OPM specialists in personnel issues and a representative of the PCMI fielded questions from Federal Executive Board sites.

Vic Powell, Radio and Television Division of USDA's Office of Information, was the moderator for all three PCMI videoconferences. He also was the moderator for the President's Council on Integrity and Efficiency governmentwide videoconference.

Another PCMI videoconference is tentatively scheduled for fall 1988.

5/27

NEWSPAPERS TURN TO BIODEGRADABLE SOY INK, IMPROVES FARMERS' ECONOMIC PROSPECTS

A soybean-based ink developed just a year ago is winning critical reviews at newspapers across the country and industry experts say it could help farmers and cut dependence on imported oil.

Wilson Cunningham, research director for the American Newspaper Publishers Association, Reston, VA., predicts that by 1995 the majority of U.S. newspapers will use soy ink for color. And, if there's a petroleum crisis, he thinks the switch-over will be 100 percent immediately, according to a quote in a May 22 Associated Press story.

About 500 of the nation's roughly 1,600 daily newspapers have tested or are already using soy ink regularly. Newspapers ranging from the BOSTON GLOBE to the Torrance (CA) DAILY BREEZE now use soy ink exclusively for their color reproduction.

Advocates say soy ink is environmentally superior, and beside, it prints better and looks better.

The GLOBE's production directors says they are pleased with soy ink. They did a lot of testing and "don't see ourselves going back."

The pressroom manager for the Minneapolis STAR TRIBUNE says that newspaper plans to start testing color soy ink very soon, mainly to improve their quality.
(more)

The pressroom manager at the St. Paul PIONEER PRESS DISPATCH says soybean-based ink produced greater yield and brighter printed images in his paper's color test runs.

They were able to use less water and use less ink to get the same density, and the same colors, he said, indicating it could be as economical as traditional petroleum-based ink.

Besides providing more vivid color and print that's less likely to rub off, soy ink brightens the economic prospects of farmers, its promoters say.

Moreover, biodegradable soy oil makes the ink easier on the environment than petroleum-based ink, they say.

The ink's popularity is reflected by a huge increase in soy ink sales. The marketing manager at General Printing Ink, Carlstedt, N.J., nation's largest manufacturer of soy ink, says the firm is committed to making it a major portion of their business.

Cost is the catch when it comes to a commitment to black soy ink. Color soy ink costs about the same as its petroleum counterpart, but black soy ink costs twice as much as traditional ink, says Minnesota agriculture editor Jill Wheeler.

But that was no big drawback to Wheeler's magazine, which made its soy ink debut in its April 14th edition. Wheeler says it costs her publication about \$200 more a year which "really isn't much."

She was further quoted in the AP story: "When you consider all our readers are farmers, it really does mean a lot."

5/27

USDA'S FOREST SERVICE HAS AN OPENING FOR DIRECTOR OF PUBLIC AFFAIRS OFFICE

USDA's Forest Service has an opening for a GM-1001-15 director of its Public Affairs Office.

The director is responsible to the chief of the Forest Service for planning, developing, coordinating, and implementing public information, education and involvement policies, and activities which are national in scope.

Qualifications include experience in written and oral communication skills, interpersonal relation skills, and analytical skills. One year of experience must have been at the next lower level.

Announcement number is WO-165-88.

Contact: Betsy Kehr, USDA, Forest Service, P.O. Box 96090, Room 913-RPE, Washington, DC 20090-6090. Telephone is 703-235-2730.

Closing date was June 7.

5/31

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

June 5-8:

INT'L ASSOCIATION OF BUSINESS COMMUNICATORS Annual Conference
Anaheim, California
Contact: Wendi Goodman, 415-433-3400

June 6:

COMPUTER GRAPHICS FOR DESIGN ASSOCIATION Meeting
New York, New York
Contact: Jeffe Report on Computer Graphics, 914-741-2850

June 6-7:

GOVERNMENT PUBLIC AFFAIRS/INFORMATION PROGRAMS: Strategies and Tactics, or
UNDERSTANDING PUBLIC AFFAIRS/RELATIONS: Basic Principles & Practices, or
ADVANCED PLANNING & MANAGEMENT for Senior Public Affairs Practioners*
Mayflower Hotel, Washington, D.C. -- First two, \$595; third one, \$695
Contact: New York Univ./PR Soc. of America, 212-682-1435

June 13-15:

VIDEOTEX INDUSTRY ASSOCIATION Annual Meeting
Capital Hilton, Washington, D.C.
Contact: Bob Smith, VIA, 703-522-0883

July 9-10:

COOPERATIVE COMMUNICATORS' ASSOCIATION Annual Institute
J.W. Marriott Hotel, Washington, D.C.
Contact: Pat Duffey, ACS, 202-653-7049

July 10-13:

SECOND QUADRENNIAL AGRICULTURAL COMMUNICATORS' CONGRESS
J.W. Marriott Hotel, Washington, D.C. -- \$125 for members of sponsor-
ing associations; \$225 for others
Contact: Paul Weller, Agri-Washington, 202-785-6716

July 13-15:

AGRICULTURAL COMMUNICATORS IN EDUCATION (ACE) Annual Conference
J.W. Marriott Hotel, Washington, D.C. -- \$85
Contact: Karen Stuck, USDA, 202-447-9113, or Russ Forte, 202-447-5505

Sept. 19-20:

GOV'T PUBLIC AFFAIRS/INFORMATION PROGRAMS: SUCCESSFUL STRATEGIES & TACTICS,
or PRACTICAL TECHNIQUES FOR USING RESEARCH IN PUBLIC AFFAIRS & PR
Mayflower Hotel, Washington, D.C. -- \$595 for either seminar
Contact: New York Univ./PR Society of America, 212-682-1435

Oct. 30 - Nov. 2:

COMMUNICATION OFFICERS OF STATE DEPTS. OF AGRICULTURE (COSDA) Annual Conf.
Kansas City, Missouri
Contact: Carole Jordan, Kansas Board of Agriculture, 913-296-3571

Nov. 16-18:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS (NAGC) Annual Conference
Rosslyn Westpark Hotel, Arlington, Virginia
Contact: Deborah Trocchi, NAGC Exec. Director, 703-823-4821

